

Brooke Van Baush - #6

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Fresh

Word Count: 483

1. The film Fresh, directed by Ana Sofia Joanes, was released in 2009.
2. The central argument of the movie Fresh was that there is a much healthier and more efficient way of producing food in spite of industrial agriculture.
3. The argument is made by comparing the organic farms and healthy practices of these farmers to industrial agriculture and the habits and requirements of their farmers.
4. There is a large economic and cultural problem with food production. The economic problem is that not everyone can afford to eat organic food, and thus are forced to buy McDonald's meals instead of fruits and vegetables in order to feed their family. The cultural problem of the food industry is that they want to sell their products at as low of prices as they can. This is a cultural problem where everything is about making money and what's easiest to buy, "Americans fear inconvenience".
5. The most persuasive part of the film was when organic farmers who maintain healthy farms were asked what types of antibiotics they use. Their answer was none – a farm should never have to use antibiotics if the animals are healthy and safe to eat.
6. This has emotional appeal to me because of the amount of obesity in our country. Culturally people are so busy and want to eat the quickest and most efficient food but this makes eating truly healthy food difficult. There needs to be a congruent effort between the farmers and the consumers to determine the standard of food that should be allowed to be sold.
7. The film relies on emotional appeal in two ways. The first is by appealing to the health of the viewer stating that cheaper foods have much less nutrients, minerals, and vitamins than the organic foods, showing that you really are getting what you paid for. They also appeal to the animal lover inside of the viewers as they show the unhealthy conditions of the industrial agriculture farms where filtering out all of the dead chickens is a daily task.
8. The film wants people to be aware of where their food comes from and suggests that they make a conscious effort to only eat healthy foods. This is a good idea because the food industry relies on the consumers.
9. Some actions not suggested could involve the government regulating industrial agriculture, not only on the process of their farming but also in honest labeling. There should also be a standard of food in which people and animals are allowed to eat. Cattle have evolved to graze on grass, yet they are being fed industrial grown corn.
10. The target audience is the consumer. When the consumer begins to regulate what they are willing to eat and feed to their family, then the entire food industry must change accordingly.